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THE STORY OF THE STAFF OF LIFE







Egypt 2500 B.C.




Unleavened Bread
2000 B.C.



Pompeii 50 A.D.



Germany




Germany



England




France



Holland



Austria



Balkan States



Norway

THE STORY OF THE STAFF OF LIFE



"INVESTITURE OF THE LIVERY"

From a painting in the BAKERS GUILD of London Established 1307 A.D.

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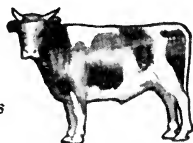
Secretarys Office 411-Walnut St Philadelphia Pennsylvania



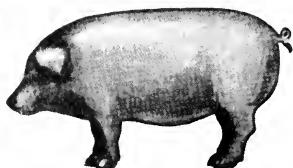
Oysters-125 Calories



Eggs-585 Calories



Beef-410 Calories



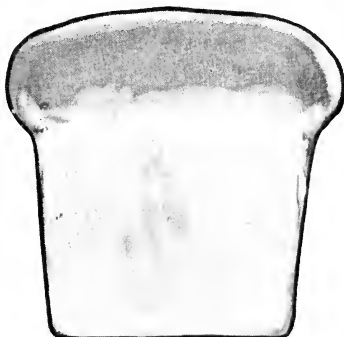
Ham-918 Calories



Cheese-1185 Calories



Milk-1030 Calories



Bread-2400 Calories

This chart shows the relative amount of body energy, (calories) which ten cents will buy in the most healthful of foods

Abstract from U.S. Dept of Agriculture Farmers Bulletin No. 142



To Bread Eaters Everywhere.

THIS booklet is presented to you who appreciate the good things of life to tell you just a few facts which we all should know about our most important food.

It is estimated that the average consumption of bread in the United States is a little over one half pound per day for every man, woman and child. While this may seem a great amount, it is not as large as in some other countries. As bread is the cheapest and at the same time the most healthful of foods, the high cost of living might be reduced and we might be a healthier people if we should eat more bread and less of the expensive foods.

The history of bread as a food reads like a romance. It has played an important part in the destinies of mankind and its struggles through the ages to perfection. The progress of nations through their different periods of development can be traced by the quality and quantity of bread they have used.

No other food has taken such an important part in the civilization of man.

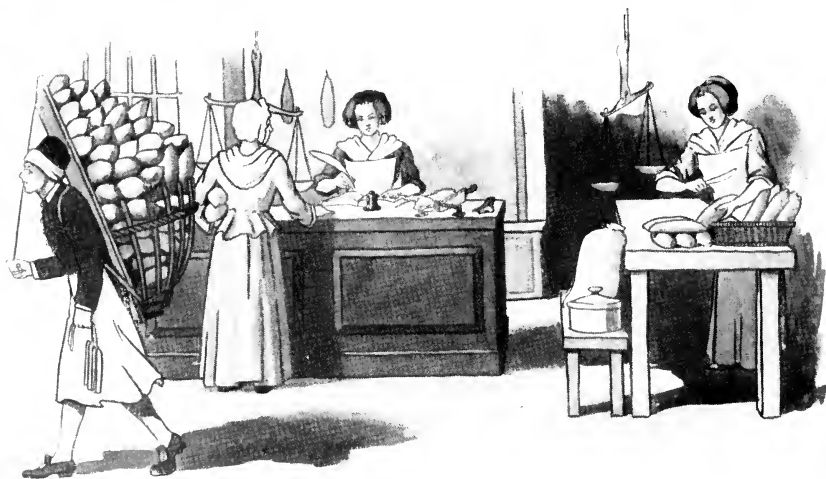
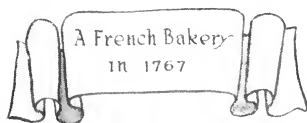
To a large extent it has been the means of changing his habits from those of a savage to those of a civilized being. It has supplied the peaceful pursuits of agriculture and turned him from war and the chase.

Bread Baking Precedes Recorded History.

Bread making antedates the period of written history and is mentioned several times in Genesis.

The Egyptians were probably the first bread makers, as there are some very complete records on the old tombs. Excavations at Pompeii show that baking was regarded as a fine art by the Romans.

All of these old bakeries show that in the beginning, milling and baking were inseparable. In fact it was not until comparatively recent times that the bakers ceased to grind their own flour.



Great advancement has been made since these old days.



Two classes of
nations, Rice eaters
and Bread eaters

The bread eaters are the leaders of civilization.

Importance of Food to Nations.

It is an interesting fact that the civilized and the semi-civilized people of the earth can be divided into two classes, based upon their principal cereal foods: the rice eaters and the bread eaters.

Everyone admits that rice eaters are less progressive, while bread eaters have always been the leaders of civilization.

It is an interesting fact that just as Japan is changing from a rice eating nation to a bread eating nation she is asserting her power.

Anyone who stops to consider the history of nations will see that this matter of what we eat is the one question of vital importance.

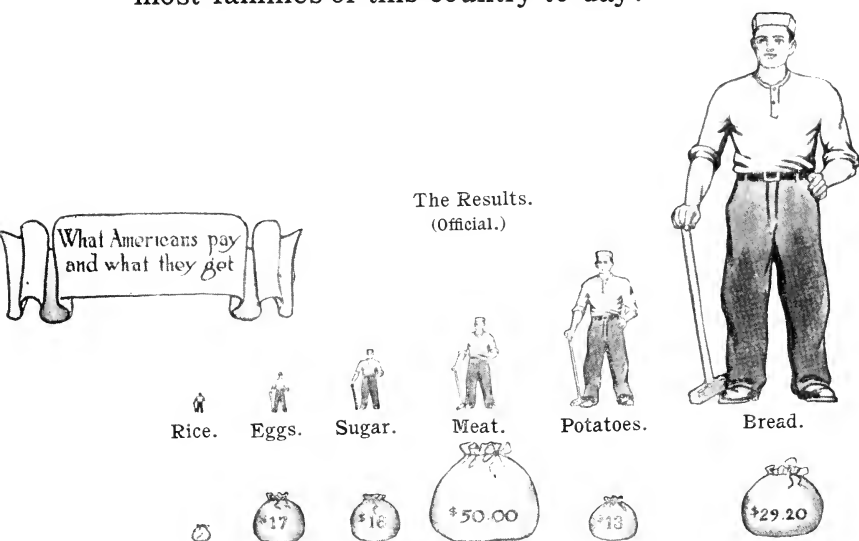
It is, therefore, no wonder that the United States Government, through its Department of Agriculture (which annually spends \$140,000,000 in the betterment of conditions in this country), should give this subject so much serious attention.

It is the work of that department to learn what foods the average American is eating, whether these are the most healthful foods, what he is paying for his food, and whether or not he is getting the worth of his money.

It is the duty of every housewife to learn these same things and if possible to see that her family is getting the best there is for the money.

The table on next page from Bulletin No. 54, of the U. S. Department of Commerce and Labor, shows the amount the average man pays yearly for his staple foods from which the amount of nutriment he obtains is calculated.

The illustration below graphically presents in marked contrast the wide difference in the value of various foods commonly used in most families of this country to-day:





Look in your own pantry! You trust specialists to prepare your staple foods.

FOOD MATERIALS.	YEARLY COST.	ENERGY SECURED.
Fresh meat.....	\$50.00	_____
Salt beef.....	5.26	—
Fresh pork.....	14.02	_____
Salt pork.....	13.89	_____
Fish.....	8.01	—
Flour.....	29.20	_____
Rice.....	2.05	—
Potatoes.....	12.90	_____
Eggs.....	16.79	—
Milk.....	16.75	_____
Butter.....	28.75	_____
Sugar.....	15.76	_____

This chart alone shows the secret of one “great American waste.”

The following table from the U. S. Department of Agriculture, Farmer’s Bulletin No. 142, tells the amount of energy ten cents will buy in the most nutritious of foods:

ARTICLES.

ENERGY* 10 CENTS WILL BUY.

Eggs (24c doz)	385	-
Beef, sirloin (25c lb.)	410	-
Mutton, leg (20c lb.).	445	-
Milk (6c qt.)	1030	—
Pork, loin (12c lb.)..	1035	—
Cheese (16c lb.)	1185	—
Butter (25c lb.)	1365	—

Wheat breakfast

foods (7½c lb.) . . .	2235	—
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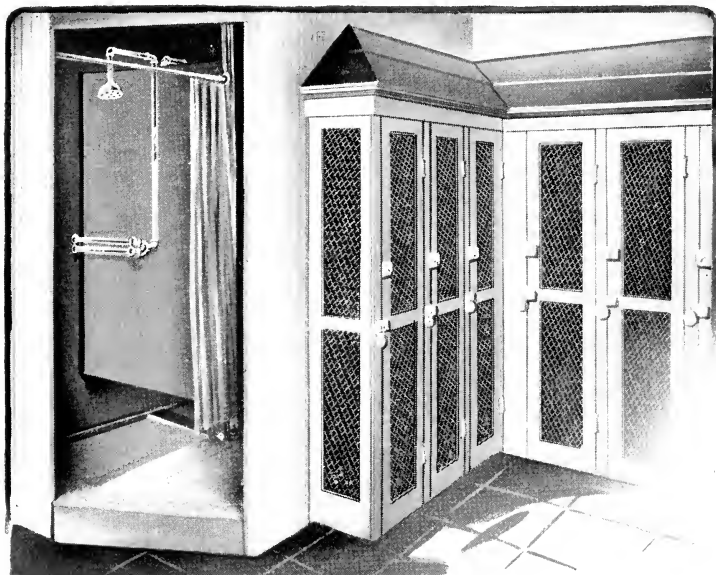
Rice (8c lb.)	2025	—
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Potatoes (60c bu.) . . .	2950	—
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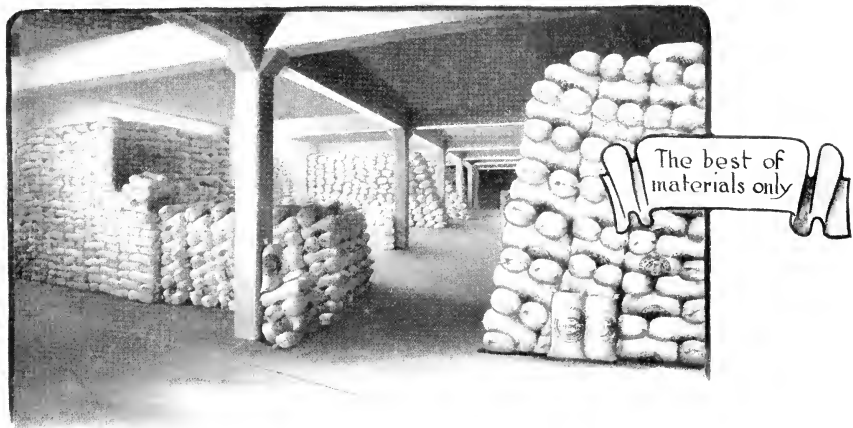
Beans, dried (5c lb.).	3040	—
------------------------	------	---

WHEAT } (2½c lb.)	6540	—
FLOUR }		—

*Energy means muscle and strength-giving qualities.



Lockers in a bakery dressing room.



The baker "ages" his flour, buys in quantities, and has the pick of the market.

One pound of bread costing about 5 cents, will go as far as two pounds of meat costing 30 to 40 cents.

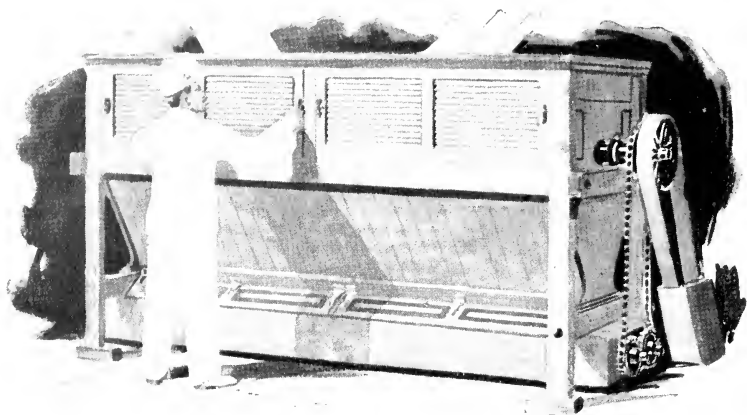
A Balanced Ration.

"But," says the housewife, "what is the ideal assortment of foods for my table? I do not wish to use all bread any more than I wish to use all meat."

The results obtained in the following table took years to compile. Men, women and children, doing different kinds of work and taking different kinds of exercise, require more of one kind of food than of another.

The following represents a balanced human ration based on Government figures.

While it is not expected that the supply for every



The baker sifts and purifies his flour before using it.

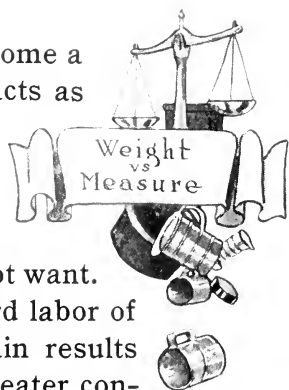
average family will be based on this ratio, it is a valuable table for reference in any household.

It was a surprise to find the low cost of an ideal ration. The food costs only a fraction over thirty cents; but bread, while costing only one-sixth of this amount, supplied nearly one-third of the total energy.

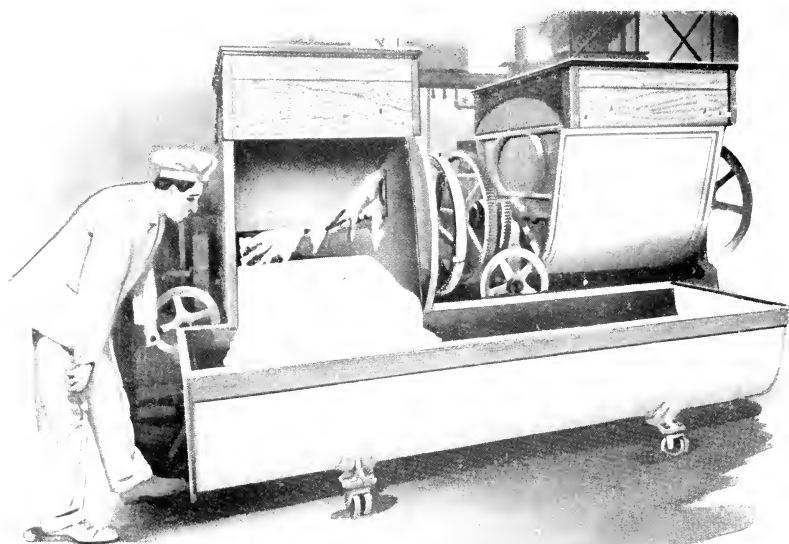
ESTIMATED COST (CENTS).		ENERGY.
\$.05	Bread.....	980
.04	Butter	432
.04	Ham.....	331
.03	Milk.....	323
.04	Beef (round).....	218
.007	Sugar.....	192
.04	Eggs.....	164
.005	Potatoes.....	164
.03	Cake.....	150
.02	Fruit and vegetables.....	95
<hr/>		<hr/>
\$.302		3050

Cutting the Cost of Living.

The increasing cost of living has become a serious problem. Without some facts, facts as shown above, the housewife sees no comfortable solution, held as she is between the "upper and nether millstones" of what the family wants to eat but cannot afford, and what they can afford but do not want.



To the housewife, who knows the hard labor of bread baking regularly and the uncertain results produced by inexperienced help, the greater consumption of bread is scarcely a welcome idea. It is therefore pleasing to know that there is an easy and a practical solution: let the modern bakery furnish your bread!



Great mixing machines thoroughly mix the dough.

The Day of the Specialist.



The baker's laboratory.

Times have changed. Not long ago the women spun the wool, wove the cloth and made their own garments. People made their own furniture, made their own soap, made their own shoes and moulded their own candles.

Now we know that others can make much better cloth, soap or shoes for us at a great deal lower cost than we can make them ourselves.

The work of the specialist is pre-eminent in every walk of life.

Look into your own kitchen.

You use canned goods in profusion: canned tomatoes, canned succotash, canned asparagus and canned spinach; you have canned soups; you buy coffee that is already roasted and ground; you use ready-made pickles, preserves, catsup and relishes—all put up in canning factories, and opened months, sometimes more than a year, afterward for use on your table.

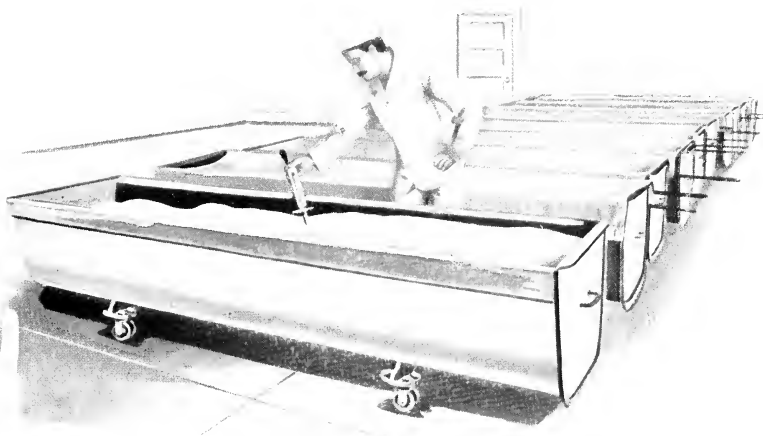
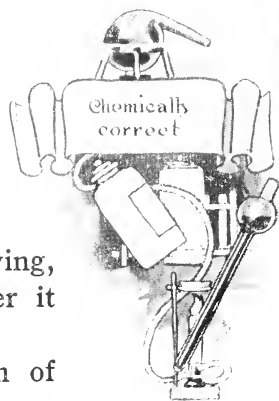
Yet there are some people who still insist that

bread, of all things the most difficult food to produce in the kitchen, and the one requiring the most heat, work and worry, cannot be left to the care and experience of the specialist.

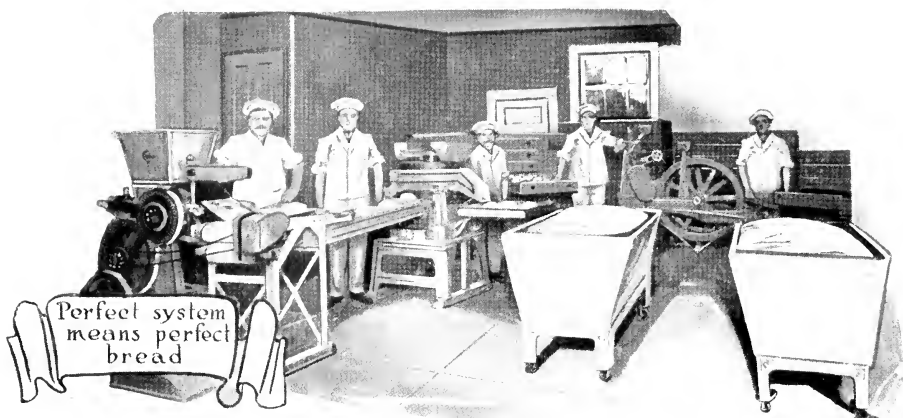
As this sentiment is at the very root of the bread question, and as more bread and better bread is the foundation of the nation's strength and the low cost of living, it behooves every housewife to consider it seriously.

In Bulletin No. 13, Part 9, Division of Chemistry, U. S. Department of Agriculture, on page 1236, Dr. Harvey W. Wiley says:

"The baking of bread is an art which is most successfully practiced by professionals, and the American method of home bread baking is not to be too highly commended."



Even temperature the year 'round.



The bakers' chief aims are wholesomeness and cleanliness.

The Modern Bakery.

The fact is that the modern bakery, with the assistance of the greatest scientific talent of two continents, is almost daily improving its processes. While in most cases the housewife finds herself to-day just where her mother was years ago, it has been the dream of the baker to produce a perfect loaf which is scarcely touched by any hands except those of the consumer.

To-day this dream is being more and more realized.

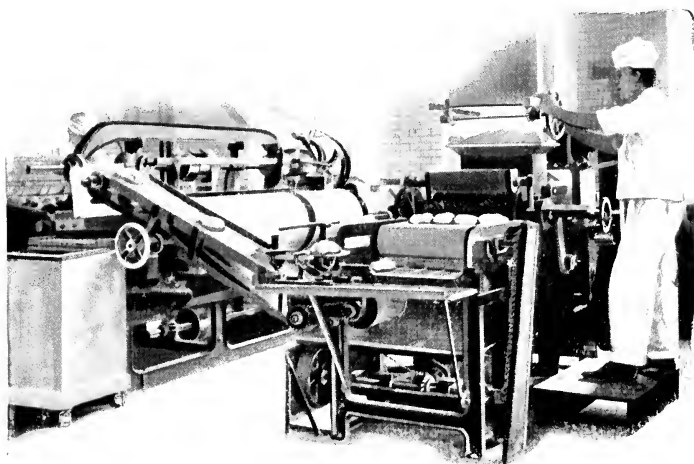
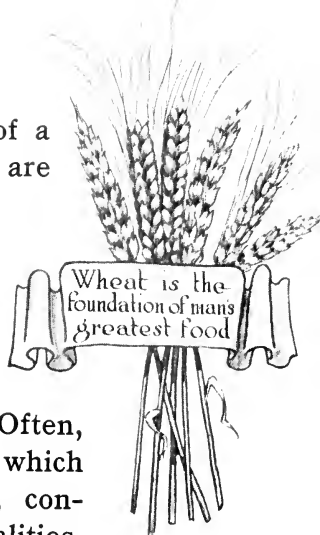
The modern baker's first concern is absolute cleanliness; he knows that care, cleanliness and system mean success. Many bakers furnish their men white linen clothing to wear in the bakeshop.

The modern baker also makes use of a laboratory where tests of the ingredients are made daily. Nothing is left to chance.

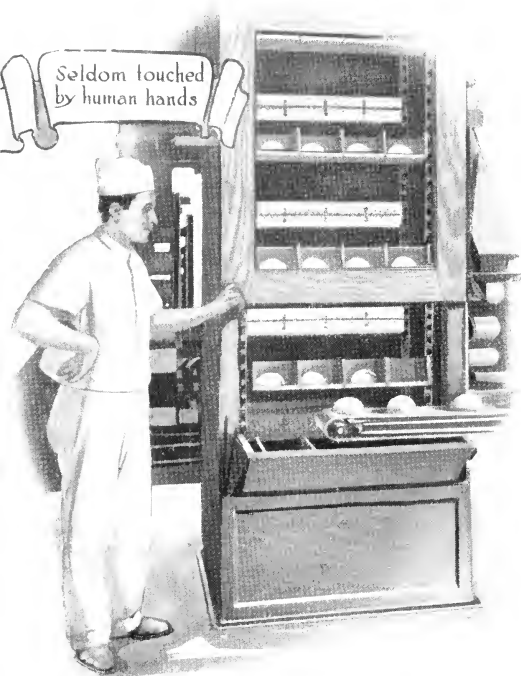
Throughout every step of the modern bakery process this same painstaking accuracy is observed.

The home breadmaker puts her ingredients together by measure—by cupful, by quarts, etc., as the case may be. Often, she puts them in “by guess.” Flour, which forms the largest proportion of bread, constantly varies in weight and baking qualities. Not even the best brands are exactly the same, for the quality of wheat varies from year to year, from locality to locality; and just as this quality of wheat varies so flour will vary in some essential degree.

The baker having learned all this, both by exper-



The modern baker takes every advantage of mechanical accuracy.



A machine in which the dough raises.

ience and by expert tests, knows that the most reliable standard of measure is weight. Everything that goes into the making of his products, whether it be bread, or pie-crust, cake, or delicate confections, is weighed on scales that respond almost to a feather's weight.

The baker knows that the assistance of science and mechanics is of the greatest value. He knows that whenever he can find a device which

will take the place of human hands his product will not only be more uniform, but that it will be more perfect in every particular.

During the past few years the inventive talents of two continents have been devoted to improving the processes used in making bakery goods. The mechanical engineers of Europe and America have been kept busy to meet the demand of enterprising bakers for the best tools and machinery with which to make high grade goods.

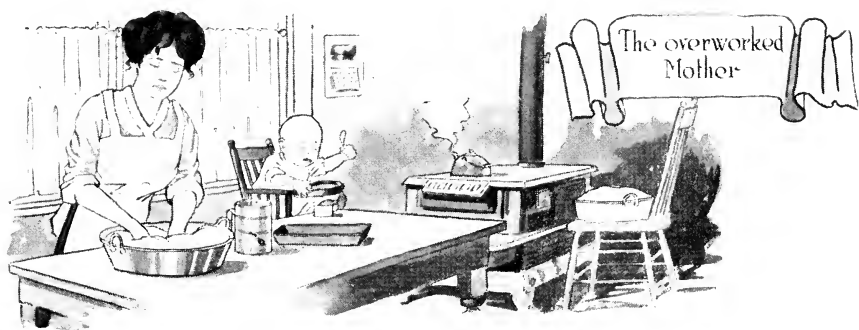
We do not say that every baker in every city has every kind of a machine that has been made. Some men use machinery for some parts of the work while others do not; but all do, and all must, use skill and care and proper methods to produce goods that are satisfactory to the high class trade.

The Perfect Oven.

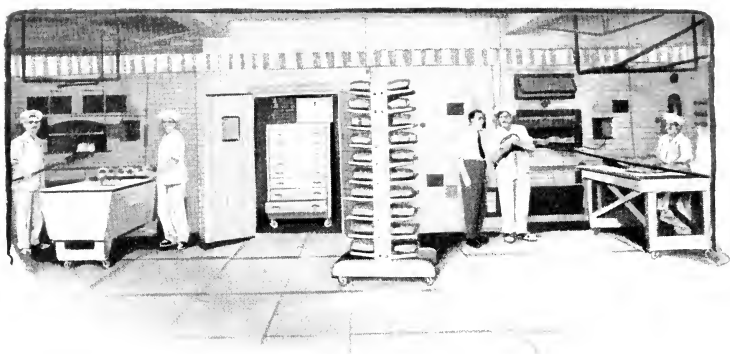
Although the modern baker has devices which cut the dough into exact sizes, devices which mould this dough, round it up, and even knead it for him, nevertheless his most wonderful assistant is his great perfect oven.

One of the greatest drawbacks to home baking is the oven of the ordinary kitchen range. Its temperature is almost always an unknown quantity.

The modern baker's oven has a germ-killing power which is far beyond that of the kitchen oven. The kitchen fire bakes with a dry, uncertain heat while the bakery oven is adapted to each particular product of the baker's art.



The housewife has no better baking facilities than her mother had.



The modern baker keeps careful track of every baking.

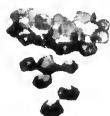
Some very interesting facts in this regard have developed at prize loaf competitions at state fairs and the like. It is very doubtful if the modern housewife realizes how serious a thing an insufficiently baked loaf of bread really is.

An interesting story, illustrating this point, is told by a former president of the National Association of Master Bakers:

“A very nice appearing lady called at my office with a loaf of bread which she had made from an original recipe and which was known by the name of ‘Health Bread.’ She had sold this to her neighbors, who were crazy about it. She had built up quite a trade and thought that as it had pleased her neighbors, she would like to arrange with a large baking concern to buy her recipe, and market the ‘Health

Bread' in a large way. She asked me to cut and examine the loaf. When I took it up it was very heavy, although it looked good and appetizing. Upon cutting the loaf I found it very nice part way in, but the center was nearly raw dough. She was indignant at my criticism, but admitted that all her 'Health Bread' was like this loaf and insisted it was perfectly baked. I believe she thought it was."

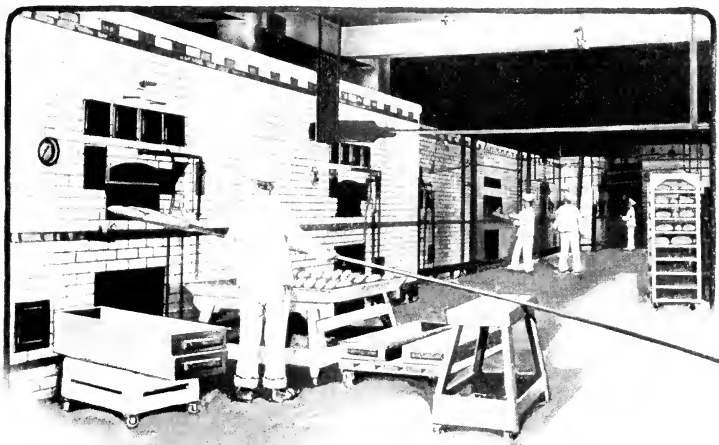
Special Ovens
are required



The Best Ingredients Only.

A part of the objection to the product of the baker can be attributed to the impression that he does not use the best ingredients.

In order to make his goods better in quality than those made by his competitors in the home kitchen, the baker cannot run any risks through a mistaken



The bakers' ovens are made to suit their requirements, both in heat and moisture.

sense of economy. He cannot afford to use inferior ingredients.

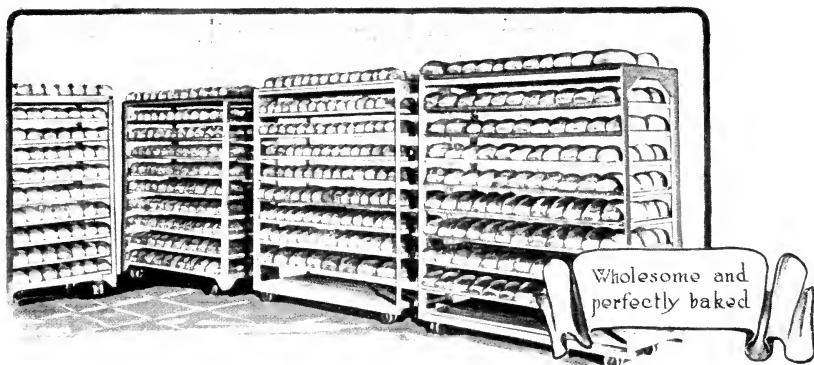
Has any housewife ever been able to turn out a first-class product when she has used inferior materials? Neither can the baker perform the impossible!

The baker buys in large quantities the best ingredients he can find in the market. His flour, sugar, shortening, etc., are all as good as those used by the home breadmaker. In some cases the quality is better than many a housewife can afford to use. But the modern baker does not stop there.

It is a fact, well known to experts in the milling and baking business, that flour, fresh from the grinding, does not give as good baking results as flour that is a few weeks old. Again, flour made from new wheat offers still more obstacles to successful baking.



The well managed bakery is clean and attractive.



The product of a modern bakery is handled with care and system.

The professional baker generally buys his flour direct from the mill, knows what crop of wheat went into its making and about when it was ground, and is thus able to lay in his stock of flour and hold it until it is in the best condition for baking.

The Moral of the Story

The question of where the best bread is baked is not a question of price. Every housewife knows that, when you figure up the cost of your ingredients, your fuel and your own labor (to say nothing of adding to this the chances of "losing a baking") you have a sum total which is much higher than the price which the professional baker asks.



With you it has been a question entirely of giving your family the food which you have been taught to believe was the most wholesome.

You have always wanted your family to have the best that can be produced. You would like to give your children fresh bread every day instead of once or twice a week, as you are compelled to do when you do your own baking.

You know that your own time can be spent with more real value to your family in some other way. You realize that you are making yourself old before your time, when you are held like a slave over the hot cook stove.

The great hope of the future of American womanhood is that she is now declaring her independence. More than half of the women in the large cities in this country are now completely free from the labor of breadmaking.



Each baker bakes several brands. If one brand does not suit, try another.

Recent carefully collected statistics show that in from 60 to 65 per cent of the families in large cities, the homemade substitute for perfect bread is unknown.

These families eat more bread and better bread than they did before. They are healthier and happier because of this change.

They are solving the problem of the high cost of living.

The result is inevitable. The percentage of eaters of better bread in the small towns is getting larger every month.

The whole question is merely one of proper information.

That is why this booklet has been prepared for you.

In moderate language it has been penned with a desire to bring home to your understanding two simple facts:

First: The best food is bread.

Second: The best bread is bakers' bread.

These two statements are made on the authority of the United States Government, as quoted in the preceding pages.

No housewife who really knows the facts will any longer attempt to bake her own bread. When every housewife has learned and accepted these facts we will be a healthier and stronger nation, and the aims and purposes of the experiments of the United States Department of Agriculture will have been realized.



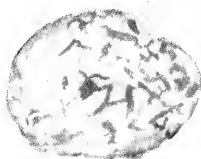
The staff of life.



France



England



Palestine



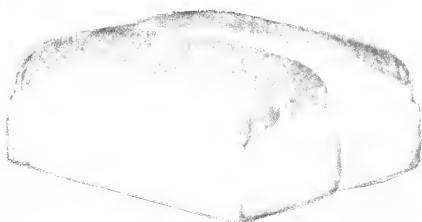
Germany



Germany



Austria



Modern American Double Loaf



Bohemia



Germany



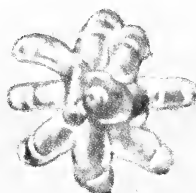
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Switzerland



Spain



Italy



Switzerland

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